



## **Show Me The Money: The Most Profitable Writing Niches for 2017/2018**

If you want to make money writing, you've got to write for a thriving industry.

That makes sense, right?

After all, a thriving industry means plenty of mid-sized to large businesses with ongoing marketing needs.

Marketing needs like website copy, emails, brochures, case studies, white papers, blog posts, FAQs, product descriptions, and so on.

Or in other words, marketing needs that a copywriter like you would be happy to take care of ... for a good fee, of course!

If you're ready to make (more) money as a writer, this special report can help. Use it to identify thriving industries you might like to write for.

Sound good? Then let's hustle!

## **How To Get The Most Out Of This Special Report**

As I researched this special report I was surprised at the sheer range of viable industries in America today.

Sure, I was expecting to see software, financial services, and other technical industries pop up during my research.

But I would not have pegged legal marijuana and Pilates as growth industries!

To get the most out of this special report, keep in mind that finding a hot writing niche is a little like striking oil: you're going to have to drill down.

Let's look at Pilates as an example:

When you search "Pilates" in LinkedIn and click the "Companies" tab, it shows 6,527 results.

These results include:

- Pilates franchises
- Local Pilates studios
- Online Pilates studios
- Pilates teaching and training organizations
- Pilates equipment manufacturers

Just to name a few!

You can see from that short list that there are both potential business-to-consumer (Pilates franchises) and business-to-business (Pilates equipment manufacturers) writing opportunities within this industry.

The more you drill down, the more niches and sub-niches you'll find within each industry. And these niches, sub-niches, and sub-sub-niches are where you can strike oil as a copywriter.

How about software as another example? Within the software industry you've got niches and sub-niches like:

- Software-as-a-Service Companies
- Companies that offer software advice
- Software staffing/placement agencies
- Marketing firms for software companies
- Online marketers selling software

And on and on it goes. The point is, if there's an industry you think you might be interested in, drill down to see what niches and sub-niches it has to offer.

Chances are you'll be surprised by what you find!

Okay, now let's look at some of the most profitable writing niches for 2017/2018.

## ***Inc.* 5000 2017: The Fastest-Growing Private Companies In America**

Every year, the editors of *Inc.* magazine compile a list of the 5000 fastest-growing companies in America.

This list represents the hottest industries in America today. And if you're serious about making money as a writer, it pays (literally) to pay attention to the hottest industries represented on the *Inc.* 5000.

You can see the full list here:

<https://www.inc.com/inc5000/list/2017>

And here's the top 10 companies on the *Inc.* 5000:

Rank	Company	Growth	Revenue	Industry
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1	Skillz	50,058.92%	\$54.2m	Software
2	EnviroSolar Power	36,065.06%	\$37.4m	Energy
3	Gametime	34,021.05%	\$48.8m	Consumer Products & Services
4	Club Pilates Franchise	21,319.20%	\$26.8m	Consumer Products & Services
5	Halo Top Creamery	20,944.07%	\$49.1m	Food & Beverage
6	Small Business Owners of America	19,352.10%	\$19.7m	Financial Services
7	AutomotiveMastermind	17,674.96%	\$23.2m	Software
8	Liftoff	16,980.75%	\$59.6m	Advertising & Marketing
9	Greenspire	14,429.32%	\$41.7m	Energy
10	FormulaFolio Investments	13,936.81%	\$17.2m	Financial Services

That's an interesting list, isn't it?

You've got your "expected" thriving industries like software and financial services. But you've also got surprises (at least to me!) like Pilates.

So don't feel that you *must* write for a technical industry like software or financial services to make good money as a writer.

You've got money-making opportunities as a copywriter in a WIDE range of industries. Let's look at a few more.

## **5 Best Industries For Starting A Business In 2017**

CNBC recently ran an article on five booming industries, based on data from the U.S. Bureau of Labor Statistics, market research firm IBISWorld, and financial information company Sageworks.

You can see the article here:

<https://www.cnbc.com/2017/05/08/5-best-industries-for-starting-a-business-in-2017.html>

### **The 5 Best Industries for Starting a Business in 2017:**

1. Healthcare
2. Marijuana
3. E-commerce
4. Tech
5. Home and building maintenance

These are industries with bright futures.

And businesses in these industries will likely be open to learning how your copywriting services can help them grow even faster.

## **Writing For Service Professionals**

When it comes to writing for service professionals, you have some obvious options:

- Lawyers / law firms
- Dentists
- Chiropractors

- Accountants
- Gym owners / personal trainers

But you also have some unusual options, including, mobile pet grooming services, diaper delivery, dry-cleaning pick-up and delivery, adventure tours, and spa / salon owners.

*Entrepreneur* put together a list of “105 Service Businesses to Start Today” that’s worth a look -- some of the service businesses on the list are pretty far out! Here’s the article:

<https://www.entrepreneur.com/article/80684#>

Would I focus on writing for, say, adventure tour guides? Probably not.

If I was going to focus on writing for service professionals I’d prefer to write for lawyers or accountants. Why? Because lawyers and accountants have more stability and bigger marketing budgets (probably).

What I like about this list, though, is how it let’s you look at thriving industries from a different angle.

For example, if you want to write for the tourism industry why not also include adventure tour guides?

Or if you want to write for the baby industry why not also include diaper delivery?

Or if you want to write for the golf industry why not also include golf-club cleaning services?

If you’re stuck on choosing a niche and a technical industry like tech or finance isn’t speaking to you, browse through this list of “105 Service Businesses to Start Today”.

If something there jumps out at you, chances are very good it's part of a larger industry that's big enough to support copywriters.

## **How About You?**

You now have a great starting point for researching potential thriving industries for your writing business.

My advice? **Take action now!**

If you're still trying to choose a niche, click on any of the links in this special report and look over the many thriving industries.

You already know these are thriving industries, so chances are they can afford to pay for your copywriting services. Awesome!

But remember, you'll also want to write for an industry that meets these two additional criteria:

**1. Is the industry something you're passionate about?** Without passion, writing becomes a chore and you'll struggle to be as successful as the people who truly love their work.

**2. Does the industry need writing services you're good or talented at?** For example, maybe you're a total boss at blog posts or an expert at writing emails. But do companies in your industry need those writing services?

If so, awesome! You've got a potential writing niche! But if not, what writing services does the industry need that you could learn?

Find out and, if you're truly passionate about the industry, learn those writing skills and prosper!

I hope this special report helps you get closer to choosing a profitable writing niche.

Good luck! And for even more help choosing a niche and making money as a writer, make sure to check out <http://www.justaddhustle.com>

Till next time...

Stay hungry and keep hustling!

Paul